



# National Geospatial Advisory Committee Nomination & Appointment Process

Webinar Briefing  
Thursday, June 25, 2015  
1:00 – 2:00 pm EDT

# Agenda

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- **Welcome/NGAC background**
- **NGAC Activities**
- **2015/16 NGAC Nominations/Appointments Process**
- **Questions/Discussion**

Ivan DeLoatch, FGDC  
Executive Director

Bob Austin, NGAC Chair

John Mahoney, FGDC

Group



# National Geospatial Advisory Committee

**Dr. Robert Austin, NGAC Chair**

City of Tampa, FL (ret.)

**Ms. Julie Sweetkind-Singer**

Stanford University

**Mr. Talbot J. Brooks**

Delta State University

**Dr. Keith Clarke**

University of California, Santa Barbara

**Mr. Steve Coast**

Telenav, Inc.

**Mr. Dan Cotter**

U.S. Department of Homeland Security

**Ms. Patricia Cummins**

ESRI

**Mr. David DiSera**

EMA, Inc.

**Mr. Steve Emanuel**

State of New Jersey

**Prof. Joanne Irene Gabrynowicz**

University of Mississippi Law School

**Mr. Matthew Gentile**

Deloitte Financial Advisory Services, LLP

**Mr. Bert Granberg**

State of Utah

**Mr. Frank Harjo**

Muscogee (Creek) Nation

**Mr. Jack Hild**

Hild Enterprises, LLC

**Mr. Michael Jones**

Wearality Corp.

**Mr. Jeff Lovin**

Woolpert, Inc.

**Mr. Jack Maguire**

County of Lexington, SC (ret.)

**Mr. Keith Masback**

U.S. Geospatial Intelligence Foundation

**Mr. Roger Mitchell**

MDA Information Systems, Inc.

**Mr. Kevin Pomfret**

Centre for Spatial Law and Policy

**Major General William N. Reddel III**

New Hampshire National Guard

**Dr. Douglas Richardson**

Association of American Geographers

**Mr. Anthony Spicci**

State of Missouri

**Mr. Gary Thompson**

State of North Carolina

**Dr. Harvey Thorleifson**

Minnesota Geological Survey

**Ms. Molly Vogt**

City of Gresham, OR

**Jason Warzinik**

Boone County, MO

**Mr. David Wyatt**

Eastern Band of Cherokee Indians

**Ivan DeLoatch**

NGAC Designated Federal Officer (DFO)  
Federal Geographic Data Committee



June 2015

# NGAC Members - April 2014



# NGAC Purpose

- ◆ The Committee will provide advice and recommendations related to management of Federal and national geospatial programs, development of the NSDI, and implementation of OMB Circular A-16 and Executive Order 12906. The Committee will review and comment on geospatial policy and management issues and provide a forum to convey views representative of non-Federal stakeholders in the geospatial community.
- ◆ Under Federal Advisory Committee Act rules, the duties of the Committee are solely advisory. The Committee provides counsel and advice to the Secretary of the Interior through the Designated Federal Officer (DFO).

\*NGAC Charter



# NGAC Mission

**To provide strategies regarding the creation, management and dissemination of cohesive geospatial data, information and knowledge to enable commercial, academic, and nonprofit organizations and all levels of government to more effectively:**

- ❑ **empower and serve the public**
- ❑ **protect our homeland**
- ❑ **foster economic growth**
- ❑ **advance science**
- ❑ **manage our resources**
- ❑ **prepare for and respond to emergencies**
- ❑ **govern our nation**



\* Adopted by NGAC, June 2008

# NGAC Operations

- ◆ Sponsored by Interior Department – administrative support provided by FGDC Secretariat
- ◆ Meets 3-4 times per year
- ◆ Public meetings – including opportunities for public comment/input
- ◆ Subcommittees meet between committee meetings – develop materials for consideration by full committee
- ◆ More information, including all meeting minutes and materials, posted at:

[www.fgdc.gov/ngac](http://www.fgdc.gov/ngac)



# NGAC Activities

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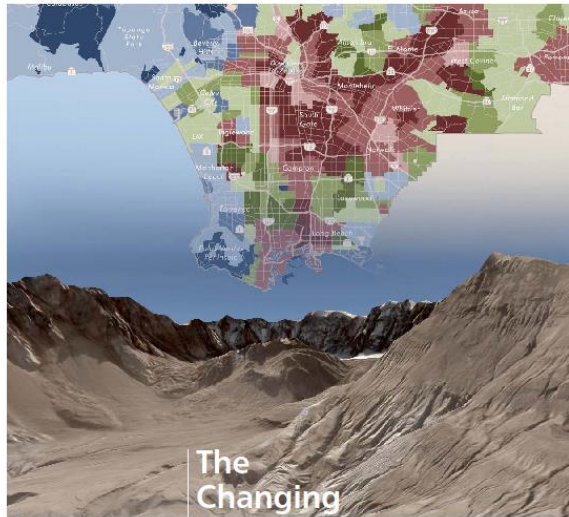
The NGAC engages in multiple activities, including:

- ◆ Developing papers/products addressing FGDC guidance topics
- ◆ Providing feedback on initiatives and management issues
- ◆ Providing advice and recommendations on Federal geospatial programs
- ◆ Spotlight sessions to educate geospatial community on emerging topics
- ◆ Discussing collaborative approaches to cross-sector and intergovernmental issues





# NGAC Papers/Products



## The Changing Geospatial Landscape

A Report of the  
National Geospatial Advisory Committee  
January 2009

### Changing Geospatial Landscape White Paper

## *Geospatial Workforce Development*

A compendium of white papers focused on  
advancing geospatial workforce development.

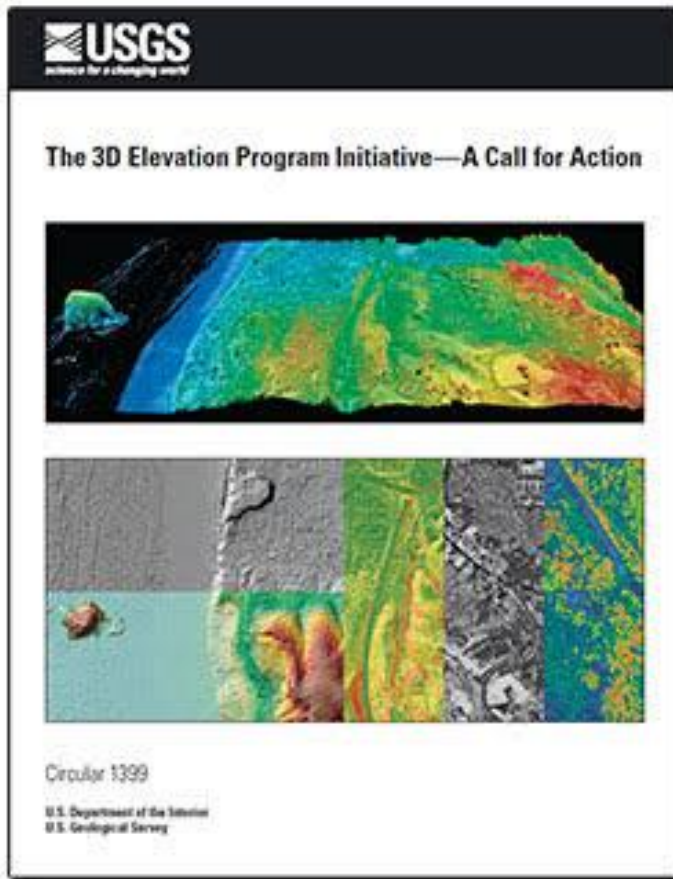


A Report of the  
National Geospatial Advisory Committee

January 2012

### Geospatial Workforce Paper

# Advice on Federal Programs



## 3D Elevation Program

### National Geospatial Advisory Committee – Landsat Advisory Group<sup>1</sup> The Value Proposition for Landsat Applications – 2014 Update

Landsat imagery provides the United States and the world with continuous, consistent inventory and monitoring of critically important global resources. Supplying an unprecedented record of global land cover status and change for over 40 years, Landsat imagery is an essential “national asset” which has made and continues to make critical “contributions to U.S. economic, environmental, and national security interests.”<sup>2</sup> Because Landsat imagery is used most often by governmental and other non-commercial entities, the general lack of market forces makes estimating the economic value of Landsat data challenging. However, cost savings from operational efficiency improvements, avoided alternative replacement costs (assuming Landsat data were not available), and opportunity costs related to economic and environmental decision-support can be used to estimate the value of Landsat data.

To provide examples of the economic value of Landsat imagery, in 2012, the Department of the Interior requested that the Landsat Advisory Group (LAG) of the National Geospatial Advisory Committee (NGAC) provide advice to the Department “concerning the economic benefits of Landsat data.”<sup>3</sup> The resulting paper, “The Value Proposition for Ten Landsat Applications,”<sup>4</sup> was well received and in 2014 the Department requested that the LAG review and update “the examples used in the 2012 paper, refining the list of user applications within and beyond government agencies, and enhancing the Landsat value summary.”<sup>5</sup>

This paper first summarizes recent studies that estimate the total value of Landsat data. The second portion of the paper demonstrates the economic value of Landsat imagery by showcasing the economic value of Landsat imagery to 16 exemplary sustained programs within government agencies, NGOs and the private sector. The paper establishes that the economic value of just one year of Landsat data far exceeds the multi-year total cost of building, launching, and managing Landsat satellites and sensors.

#### 1. Estimates of the Value of Landsat Data

In 2013, the National Research Council found that, “The economic and scientific benefits to the United States of Landsat imagery far exceed the investment in the system.”<sup>6</sup> This finding echoes the results of studies done in 2007 by the American Society of Photogrammetry and Remote Sensing in support of the Office of Science and Technology Policy report<sup>7</sup> and in 2012 by Booz Allen Hamilton’s work for a USGS study on Landsat.<sup>8</sup>

These studies were followed by a report by the USGS in 2013 with the results of their 2012 survey of 11,275 Landsat users on the uses and value of Landsat Satellite imagery.<sup>9</sup> The design and methodology of the study are more scientifically grounded than its predecessors. Key findings include:

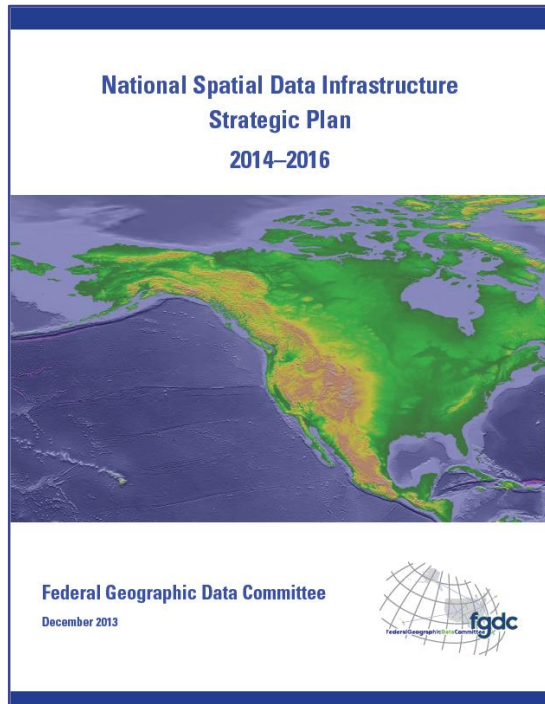
- 43% of the respondents were new users of Landsat data who started using Landsat after the Department of the Interior made the imagery available at no cost on the web in 2008.
- 77% of the respondents stated they were dependent on Landsat imagery to do their job.
- The economic benefit of Landsat data for the year 2011 is estimated to be \$1.76 billion for US users and \$400 million for international users resulting in a total annual value of \$2.19 billion.

Not only has Landsat’s overwhelming economic value been consistently established, its value relative to other civilian earth observing systems is also well recognized. In July of 2014, the Office of Science and Technology Policy identified 362 earth observation systems and had them ranked in order of impact by 300 Federal agency subject-matter experts. Landsat imagery was ranked as the 3<sup>rd</sup> highest, below only the GPS satellite constellation and the NEXRAD weather radar system.<sup>10</sup>

While Landsat’s economic value is irrefutable, its non-quantifiable uses are often even more compelling:

## Landsat Program

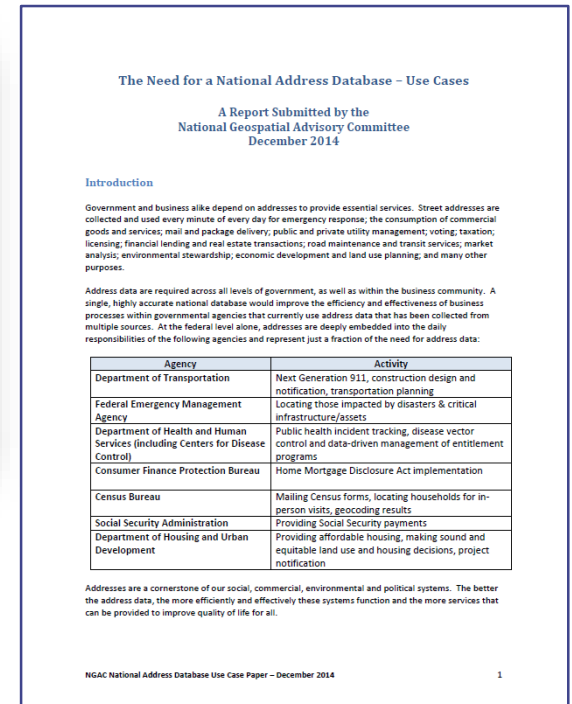
# Input on Key Initiatives



NSDI Strategic Plan



Geospatial Platform



National Address Database



# Spotlight Sessions

## June 2015 NGAC Meeting – Crowdsourced Data

- ◆ Panel discussion highlighting key issues related to crowdsourced geospatial data and possible roles for FGDC/NGAC
- ◆ Past Spotlight Sessions:
  - Data Sharing
  - Parcel Data
  - Workforce Development
  - Geospatial Privacy





# 2015 NGAC Study Topics

2015 FGDC Guidance to NGAC based on input and suggestions from FGDC leadership, FGDC committees, and input from NGAC members

## 1. Priority Study Topics for 2015:

- NSDI Outreach and Communication
- Crowdsourced Geospatial Data
- Geolocation Privacy
- Landsat
- 3D Elevation Program

## 2. Ongoing Initiatives – Continuing Input and Comment:

- NSDI Strategic Plan, NGDA Management Plan, Geospatial Platform, GAO Review, Open Water Data Initiative



# Upcoming Activities

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## ◆ NGAC Subcommittees:

- Developing products/papers to address 2015 NGAC guidance

## ◆ Next NGAC Meetings:

- September 1-2, 2015 (National Conservation Training Center, Shepherdstown, WV)
- December 2015 Webinar Meeting (date TBD)



# NGAC Call for Nominations

- ◆ Call for Nominations issued on June 8, 2015
- ◆ Nominations due July 17, 2015
- ◆ Nominations received through this Call for Nominations may be used to fill vacancies that will become available in 2015 and 2016.
- ◆ Nominations will be evaluated by interagency review panel
- ◆ Appointments to the NGAC are made by the Secretary of the Interior
- ◆ Next appointments – December 2015



# NGAC Appointments

- ◆ NGAC members are selected to achieve a balanced representation of the perspectives of the various stakeholders or communities of interest involved in national geospatial activities and the development of the NSDI.
- ◆ Selection of members includes consideration of geographic balance
- ◆ NGAC members serve staggered terms to promote continuity
- ◆ Appointments are for 3 year terms, and members may not serve more than 2 consecutive terms
- ◆ Members are reimbursed, per Federal travel regulations, for travel and per diem expenses while attending NGAC meetings





# Nomination Requirements

- ◆ Nominations may come from employers, associations, professional organizations, or other geospatial organizations.
- ◆ Nominations should include a resume providing an adequate description of the nominee's qualifications, including information that would enable the Department of the Interior to make an informed decision regarding meeting the membership requirements of the Committee and permit the Department of the Interior to contact a potential member.
- ◆ Nominees are strongly encouraged to include supporting letters from constituents, trade associations, alliances, and/or other organizations that indicate the support by a meaningful constituency for the nominee.
- ◆ Additional information about the nomination process is available on the NGAC website at [www.fgdc.gov/ngac](http://www.fgdc.gov/ngac)



# Current NGAC Membership

## Current Members

(Terms expire December 2015)

*\* Members completing second term on NGAC in December 2015. Per the NGAC Charter, cannot be appointed to third consecutive term.*

## Current Members

(Terms expire December 2016)

*\* Members completing second term on NGAC in December 2016. Per the NGAC Charter, cannot be appointed to third consecutive term.*

June 2015



Non-Governmental (14)	Governmental (14)
<u>Private Sector (9)</u> <b>Steve Coast</b> <b>Dave DiSera*</b> <b>Matthew Gentile</b> <b>Michael Jones</b> <b>Roger Mitchell</b> <b>Pat Cummins</b> <b>Jack Hild</b> <b>Jeff Lovin</b> <b>Kevin Pomfret</b>	<u>State (6)</u> <b>Steve Emanuel</b> <b>Bert Granberg*</b> <b>Gen. William Reddel III</b> <b>Anthony Spicci*</b> <b>Gary Thompson*</b> <b>Harvey Thorleifson</b>
	<u>County (2)</u> <b>Jack Maguire</b> <b>Jason Warzinik</b>
<u>Academia (3)</u> <b>Keith Clarke</b> <b>Joanne Gabrynowicz*</b> <b>Julie Sweetkind-Singer</b>	<u>Federal (1)</u> <b>Dan Cotter</b>
	<u>Regional (1)</u> <b>Molly Vogt*</b>
<u>Non-Profit (2)</u> <b>Douglas Richardson</b> <b>Keith Masback</b>	<u>City/Municipal (1)</u> <b>Robert Austin*</b>
	<u>Tribal (2)</u> <b>Frank Harjo</b> <b>David Wyatt*</b>
	<u>Emergency Services/Volunteer (1)</u> <b>Talbot Brooks</b>

# 2015 NGAC Appointments Timeline

Date	Action
May/June, ongoing	Outreach to partners about nominations/appointments
<b>June 8</b>	<b>Call for Nominations issued (open for 6 weeks)</b>
<b>June 25</b>	<b>Informational Webinar – provide information to stakeholder/partner organizations, interested parties</b>
<b>July 17</b>	<b>Nominations due</b>
July	Compilation/analysis of nominations – distribution to Interagency Review Panel
July/August	Review Panel – evaluation of nominations
September	Appointments package submitted to Office of Secretary of Interior
September-December	Appointments reviewed & approved
December 31, 2015	New appointments take effect

**Note** – Nominations received through this Call for Nominations may be used to fill vacancies that will become available in 2015 and 2016.

Additional information is posted at: [www.fgdc.gov/ngac](http://www.fgdc.gov/ngac)



6-8-15

# Draft Review Panel Criteria

## **General Criteria:**

- ◆ Committee membership should reflect a balanced representation of the viewpoints of the various interests involved in national geospatial activities and the development of the NSDI
- ◆ Committee membership should reflect diversity, geographic balance, and experience with multiple sectors of the geospatial community

## **Specific Criteria:**

- ◆ Members should effectively represent a constituency or community of interest
- ◆ Members should have a record of significant accomplishment and be recognized and respected within their fields
- ◆ Members should be able to speak authoritatively on geospatial matters and communicate complex issues to a broad audience in a simple manner
- ◆ Members should have a collaborative, consensus-building approach



# QUESTIONS?

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